SONY

KDL-40S3000

BRAVIA® S-Series Digital LCD Television

Key Features

- HDTV with ATSC™ Digital Tuner with QAM
- BRAVIA Engine™ full digital video processor
- Digital audio amplifier
- 16:9 HD Resolution Panel (1366x768)
- Light sensor backlighting control
- Space saving bottom speaker design
- Picture Freeze function
- Timer (On/Off/Sleep)
- VESA compatible mounting holes

Key Technologies

BRAVIA Engine™ Full Digital Video Processor BRAVIA® S-Series LCD televisions use Sony's BRAVIA Engine™ full digital video processor for crisp and clear images. Several special picture enhancement technologies are integrated into the processor to create better gradations with more detail, enhance contrast, and dynamically improve color performance.
> Digital Noise Reduction Circuits: Reduces block noise and mosquito noise by using pixel-level filtering to reproduce a clean and clear picture. And Motion Vector Noise Reduction reduces just the noise in the video signal for video further reducing unwanted noise and blur artifacts.
> Digital Contrast Enhancer circuit: Improves contrast by enhancing all areas from dark to bright in parallel with texture control providing a three dimensional picture.
> Color Reality signal processing enables the expression of all the colors of life in vivid detail for dark and bright scenes. Details in dark areas of the picture are there, just like they are supposed to be.

Live Color Creation (featuring WCG-CCFL) Live Color Creation is a special Sony function that achieves precise, wide color reproduction using a combination of advanced chroma signal processing algorithms. A special wide color gamut backlight (WCG-CCFL) is coupled with Sony's Live Color Creation circuitry. The benefit is clear blues, natural greens and overall vibrant colors in all scenes.

Xross Media Bar (XMB™) On-Screen Menu System Xross Media Bar is Sony's Emmy Award[2] winning on-screen navigation that provides quick access to various set up functions and features. For instance selecting different types of media is made fun and easy by scrolling horizontally across icons until you find the type of media you are looking for. After selecting the media type, a list of its content appears as vertical thumbnails. Key set up menus and features work the same way. The main benefit of the XMB™ is that users can navigate through on-screen menus without taking their eyes off of their TV.

DMe[x] Compatibility DMe[x] compatibility allows the connection and operation of a whole new category of products that is being developed by Sony (sold separately). The first of these products is the optional BRAVIA® Internet Video Link module.

BRAVIA® Theatre Sync™ BRAVIA® Theatre Sync™ reduces the hassle and time consuming job of powering up, changing the signal routing, and adjusting other functions to the simple push of one button. All you need to do is to connect BRAVIA® Theatre Sync™ capable products to each other via one HDMI cable. The rest is easy. For instance, the One Push Play function activates by touching the play button on the remote and BRAVIA® Theatre Sync™ takes over from there. The BRAVIA® Home Theatre System and TV turn on. The DVD input on the BRAVIA® Theatre system and TV activates. The TV mutes. And finally the DVD plays. There are two other BRAVIA® Theatre Sync™ functions - One-Push Theatre Settings, which provides optimal picture and sound settings for movies and One-Push System Shut Down for turning off the entire home entertainment system.

BRAVIA® Internet Video Link The first DMe[x] product to be introduced to the market is the DMX-NV1 BRAVIA® Internet Video Link module (sold separately). BIVL, as it is affectionately called, can stream available Internet video from select content providers directly to your TV with a broadband connection[3] without the need for a PC.

S-Force™ Front Surround S-Force™ Front Surround is a virtual surround sound experience made possible using just two front speakers ? in select BRAVIA models. To accomplish this, Sony spent several years studying how our ears work. By understanding exactly how we recognize the origin, direction, volume and timing differences in sound right and left ear, Sony was able to create complex audio processing that delivers dynamic virtual surround sound without the need to bounce sound off walls and back to the listener.

HDMI™ and PC Connectivity Designed for maximum versatility, Sony's BRAVIA S-Series Digital LCD TV line is equipped with a comprehensive range of input interfaces. The HDMI (High-Definition Multimedia Interface) is the first industry-supported, uncompressed, all-digital audio/video interface. HDMI technology supports enhanced or High Definition video, together with multi-channel digital audio to provide matchless image and sound reproduction. The HDMI and PC inputs (HD-15-pin) offer easy connection to your PC, allowing you to use your high resolution BRAVIA S-Series Digital TV as a computer monitor.[1]

Light Sensor Intelligently adjusts the screen brightness to match the ambient light in a room, ensuring a comfortable viewing experience. In a dim room for example the screen automatically reduces brightness making it much more comfortable for viewing.

True 10-bit 64x

LIVE COLOR CREATION

TM

BRAVIA Theatre Sync

S-FORCE FRONT SURROUND

HDTV HIGH-DEFINITION TELEVISION

like.no.other™

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BRAVIA® S-Series Digital LCD Television

Features

General

Auto SAP: Yes
Closed Caption (CC): Yes
ID1 Detection: Yes
Video Label: Yes

Video

Tuner: ATSC with QAM
Video Processing: Yes (BRAVIA Engine™ System)
Noise Reduction: Yes
Comb Filter: 3D Digital Comb Filter
Light Sensor: Yes
Picture Modes: Vivid, Standard, Cinema
Wide Mode: Yes
Display Technology: LCD (178 °wide viewing angle display panel)

Audio

Sound Mode: Dynamic, Standard, Custom
MTS Stereo Decoder: Yes
Dolby® Digital: Yes (AC3 for ATSC)

Convenience

Channel Label: Yes
Channel Skip/Add: Yes
Favorite Channel: Yes
Parental Control (V-Chip): Yes
Sleep Timer: 15, 30, 45, 60, 90, 120, Off
Timer Events: Timer 1
Clock: Yes
Power Save Mode: Standard, Reduced, Picture Off
Picture Freeze: Yes
On Screen Display: Menu
Input Skip: Yes

Specifications

General

Aspect Ratio: 16:9
Screen Size: 40 inches measured diagonally
Television Type: Flat Panel

Video

Native Resolution: 720p
Contrast Ratio: 1600:1
Display Resolution: 1366 x 768
Viewing Angle: Right/Left: 178 °; Up/Down: 178 °
Panel Response Time: 8ms (gray to gray)
Advanced Video Processor: CineMotion® /Film Mode/Cinema Drive, Contrast enhancer circuit, Green and blue enhancer, Motion and edge adaptive I/P converter, MPEG noise reduction

Convenience

Timer Clock: Yes

Inputs and Outputs

Analog Audio Input(s): 5 (4 Rear/1 Side)
Audio Out (Variable/Fixed): 1 (Rear)
Component Video (Y/Pb/Pr) Input(s): 2 (Rear)
Composite Video Input(s): 3 (2 Rear/1 Side)
Digital Audio Output(s): 1 (Rear)
RF Connection Input(s): 1 (Rear)
S-Video Input(s): 2 (1 Rear/1 Side) rear input has Auto S Video Input Detection
Headphone Output(s): 1 (Side)
PC Video Input(s): 1 (Rear) with D-sub 15 and L/R stereo mini plug connection[1]
HDMI™ Connection(s): 2 (Rear) 1 with L/R RCA audio connections

Power

Power Consumption (in Operation): 150W
Power Consumption (in Standby): Less than 0.1W
Power Requirements: AC 120-240V, 50/60Hz

Capability

VESA: Yes

Regulation and Standard Compliance

Energy Star® Compliant: Yes

Service and Warranty Information

Limited Warranty: 1 Year Parts / 1 Year Labor

Dimensions

Weight: 55.1lbs (25kg) with pedestal; 46.3lbs (21kg) without pedestal
Measurements: 38.6" x 27.4" x 10.4" (981x 696x 265mm) with pedestal; 38.6" x 25.3" x 4.3" (981x 643x 110mm) without pedestal

Supplied Accessories

Tabletop Stand
RM-YD018 Remote Control
AA x 2 Batteries
Support belt and screws
Operation Manual

Optional Accessories

SU-WL500 Wall Mount Bracket
RHT-G800 Audio Stand

Color: Black
UPC Code: 027242710276

1. Limited to resolutions supported by both the PC and the Sony TV. See Sony TV users manual and PC documentation for supported resolutions
2. Emmy is the copyrighted property of the Academy of Television Arts & Sciences and the National Academy of Television Arts & Sciences (ATAS/NATAS).
3. Connection speed of at least 1 Mbps recommended. Video quality and picture size varies and is dependent upon broadband speed and delivery by content provider.

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